Perceptual Processes:

Gestalt Approach to Perception

The word gestalt is to be describes as a psychological structure based on the formula that the whole is something more than the additive aggregate of its elements (parts and relations)

The process of gestalt-formation is generally regulated by the principle of figural organization i.e., the principle of proximity, similarity, continuity and frame of reference.

Gestalt Psychology was founded by Max Wertheimer (1923), Wolfgang Kohler (1947) and Kurt Koffka (1935)

"**The whole is greater than the sum of its part**"

Law of perceptual organization

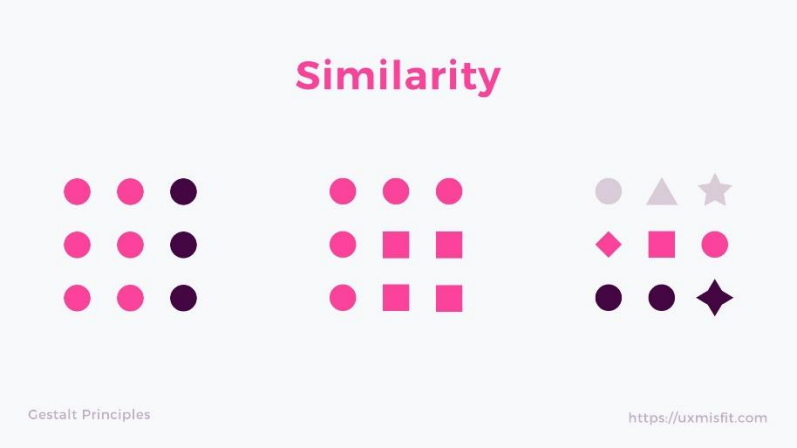
Law of Proximity

The **law of proximity** describes how the human eye perceives connections between visual elements. Elements that are close to each other are perceived to be related when compared with elements that are separate from each other.

SHOUT
SHARE
IT

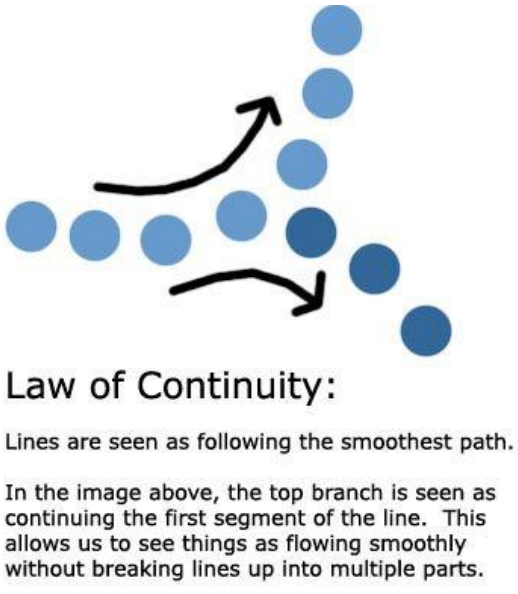
Law of Similarity

The **Law of Similarity** is the gestalt grouping **law** that states that elements that are similar to each other tend to be perceived as a unified group. **Similarity** can refer to any number of features, including colour, orientation, size, or indeed motion.



Law of continuity

The **law of continuity** holds that points that are connected by straight or curving lines are seen in a way that follows the smoothest path. Rather than seeing separate lines and angles, lines are seen as belonging together.

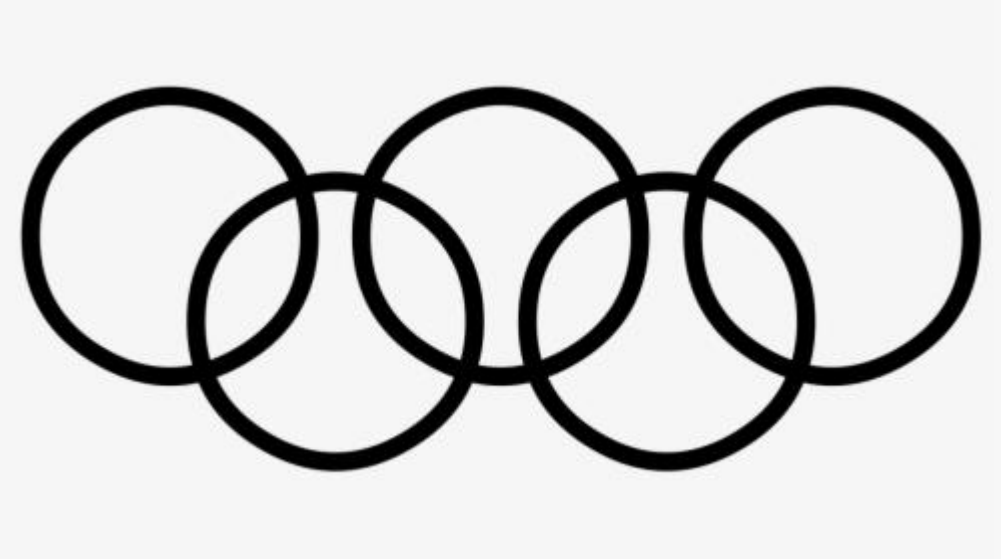

Law of Continuity:
Lines are seen as following the smoothest path.
In the image above, the top branch is seen as continuing the first segment of the line. This allows us to see things as flowing smoothly without breaking lines up into multiple parts.

Law of Common Fate

Law of Common Fate is the gestalt grouping **law** that states that elements that are moving together tend to be perceived as a unified group. Think of watching a flock of geese moving across a fall sky. The geese are all flying the same direction at approximately the same speed.

Law of Pragnanz

The word **pragnanz** is a German term meaning "good figure." The **law of Pragnanz** is sometimes referred to as the **law** of good figure or the **law** of simplicity. This **law** holds that objects in the environment are seen in a way that makes them appear as simple as possible.



Law of Figure-Ground

The **law of Figure/Ground** states that we can distinguish an object (the **figure** of the rule) from background (the **ground**). This rule shows that when we look at a design, we perceive the **figure** from the **ground** distinctly.